

Join Tampa Fire Rescue, the Lightning Protection Institute, the Lightning Safety Alliance and National Weather Service Officials for the

2012 LIGHTNING SAFETY AWARENESS WEEK KICK-OFF!

Thursday, June 21, 2012 | 10:00 a.m. - Noon

New Location: Tampa Firefighters Museum | 720 E. Zack St. | Tampa, FL 33602

Experts are partnering in Tampa, the Lightning Capital of the U.S., to provide safety information about the dangers of lightning and promote risk reduction and lightning protection education. Attend this free event to learn more about the national Lightning Safety Awareness Campaign to protect your family and property from this deadly, yet underrated threat.

HIGHLIGHTS OF THE EVENT WILL INCLUDE:

- Mayor's Proclamation for Lightning Safety Awareness Week
- Introduction of *Safer Design for Safer Play* lightning initiative
- Radio PSA kick-off by Tampa Bay Lightning's own Dave Andreychuk
- Museum exhibits and lightning safety & protection resources

FEATURED GUESTS INCLUDE:

- Tampa Mayor Bob Buckhorn
- Tampa Fire Chief Thomas Forward
- NOAA/National Weather Service Leads, Donna Franklin & Brian LaMarre
- Lightning Protection Institute's Kim Loehr
- Lightning Safety Alliance's Jennifer Morgan
- Tampa Bay Lightning's Dave Andreychuk
- U.S. Lifeguard Association President, Lt. Gerry Falconer
- Federal Alliance for Safe Home's Bruce McCullen
- Insurance Information Institute's Lynne McChristian and Elianne Gonzalez
- Insurance Institute for Business & Home Safety's Joe King

LIGHTNING FACTS:

- Lightning is an underrated weather hazard, yet it is a leading storm-related killer.
- Florida is especially lightning prone, averaging nearly 3 million lightning flashes per year and Tampa is known as the "Lightning Capital of North America."
- Florida has seen 81 lightning deaths since 1998.
- Lightning is responsible for more than a billion dollars in property damage each year in the U.S.

For questions or to RSVP for large group attendance, please email event coordinator Cara Klein at klein@cotedambrosio.com, or call 941-351-0536.

WE HOPE TO SEE YOU ON THURSDAY, JUNE 21ST!

